

Potential Marketing Project

Background

The North Appalachian Experimental Watershed (NAEW) is a 1050-ac outdoor laboratory located near Coshocton, Ohio. The facility is operated by the US Dept. of Agriculture – Agricultural Research Service. We conduct field-scale research on land management practices to improve water quality, reduce runoff, and reduce sedimentation, nutrients, and pesticides in water supplies. The NAEW is a resource known for its technical expertise and data used for modeling, and research results that are sought by *many* scientists, universities, agricultural producers, and others worldwide. Examples of current and past contributions by the Coshocton facility include environmental effects associated with biofuels, surface mining, pathogen, pesticide, nutrient transport, best-management practice evaluation, no-tillage, frozen soil, paper-mill byproducts, urbanization, precipitation modeling, climate change, grazing, crop rotations, carbon sequestration, preferential flow, runoff estimation, and hydrologic instrumentation development.

We have attempted to make our research results practical to stakeholders and to generally gain wide visibility, however, we think we could do better with fresh ideas and approaches. The overall objective of a NAEW marketing project would be to develop marketing ideas to make the NAEW more visible and the research results and products more useful to a broader range of stakeholders. This would include significant improvements to the web site, brochures, and handouts, improving the relevance of our research to various stakeholder groups, etc.

I would be glad to speak with one or more individuals regarding further background information, and to discuss our strengths, weaknesses, and constraints.

Two fact sheet handouts about the NAEW are available at: www.ars.usda.gov/coshocton

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4/2/2007